

Claims

1. A method of furnishing information about objects to a plurality of venues, at least some of the information furnished to each venue differing from information furnished to other venues, the method comprising:
 - (i) storing information about objects in an accessible database, information about each object configured to permit independent access to subsets of the information about each object; and
 - (ii) using rules associated with each venue to select subsets of the information about each object; and
 - (iii) furnishing the rule-selected subsets of information to the respective venues associated with each rule.
2. The method of claim 1, wherein the rules associated with certain venues exclude information about certain objects from their respective associated venues.
3. The method of claim 2, wherein the excluding of information by a rule is based on the venue associated with the rule, or is based on the nature of the objects.
4. The method of claim 1, wherein the objects are vehicles and the information is contained in a plurality of databases.
5. The method of claim 4, wherein the venues are websites and the websites are selected from : a website accessible to retail customers, a website accessible to dealers and a website accessible by wholesale customers.
6. The method of claim 1, wherein the venues are websites.
7. The method of claim 6, further comprising using criteria to exclude information about certain objects from specified websites.
8. The method of Claim 7, wherein the rules associated with the websites comprise the criteria for excluding information about certain objects.

9. A system for furnishing information about objects to a plurality of venues, wherein information furnished to each venue is customized based on an expected audience at the venue, the system comprising:

- (a) a database comprising information about the objects, the information configured into subsets to permit access to at least some subsets of the information independently of other subsets;
- (b) rules associated with each of the venues, each rule selecting specific subsets of the information for presentation to an associated venue; and
- (c) means for providing the venues with access to their rule -selected subsets of information.

10. The system of Claim 9, further comprising exclusion criteria, the criteria excluding information about specific objects from some venues.

11. The system of Claim 9, wherein the means for providing access comprises the Internet, and the venues each comprise a website.

12. The system of Claim 10, wherein the means for providing access comprises the Internet, and the venues each comprise a website.

13. The system of Claim 11, wherein the objects comprise vehicles for sale or other means of trade.

14. The system of Claim 10, wherein the rules comprise the exclusion criteria.

15. A method of providing information about objects to a plurality of venues, the information customized for each venue, the method comprising :

- (a) storing information about the objects in an accessible database, information about each object configured to permit independent access to subsets of the information; and
- (b) using rules, associated with each venue, to select subsets of the information to be provided to their respective venue.

16. The method of claim 12, further comprising using criteria, associated with each venue, to limit the objects about which the rule associated with the venue can provide information to that venue.

17. The method of Claim 15, further comprising communicating the selected subsets of information about the objects to the respective venues by means of the Internet.

18. The method of Claim 16, further comprising communicating the selected subsets of information about the objects to the respective venues by means of the Internet.